

Peran social capital dalam memediasi pengaruh media sosial terhadap knowledge transfer dan work performance: studi kasus di Perum Bulog = The role of social capital in mediating social media influence on knowledge transfer and work performance: case study in Perum Bulog / Dedy Rahman

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Abstrak

**ABSTRAK**

Penelitian ini bertujuan untuk menguji peran social capital dalam memediasi pengaruh social media terhadap knowledge transfer dan work performance. Metode pengumpulan data menggunakan teknik convenience sampling, dan melibatkan 244 pegawai di Perum BULOG. Pengolahan data menggunakan SEM dengan bantuan program SmartPLS. Hasil dari penelitian ini membuktikan bahwa social capital berperan dalam memediasi pengaruh social media terhadap knowledge transfer dan work performance. Dimensi trust dan network ties dari social capital berperan signifikan memediasi pengaruh media sosial pada knowledge transfer dan work performance, sementara shared vision hanya memediasi secara signifikan negatif pada work performance namun tidak berperan memediasi pengaruh media sosial pada knowledge transfer.

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**ABSTRACT**

This study aims to examine the role of social capital in mediating the influence of social media on knowledge transfer and work performance. Methods of data collection using convenience sampling technique, and involving 244 employees in Perum BULOG. Data processing using SEM with the help of SmartPLS program. The results of this study prove that social capital plays a role in mediating the influence of social media on knowledge transfer and work performance. Trust dimensions and network ties from social capital play a significant role mediating the influence of social media on knowledge transfer and work performance, while shared vision only mediates negatively on work performance but does not play a role mediating the influence of social media on knowledge transfer.